

Turmeric *(Curcuma longa)*



1. Offer Analysis

Description & Market Trends

In New Zealand, Turmeric from the Pacific is well established, with some fluctuations in market size.

Turmeric import market is organised around Whole Turmeric (Fresh, Frozen), Processed Turmeric (Crushed, Dried, Ground, Paste), and Turmeric Oil. Most opportunities are in the processed Turmeric.

Market Trends: Beverage, Health and Wellness, Key immunity ingredient in healthy snack, Sustainable Sourcing, Demand growth.

"What makes Pacific Turmeric unique is the story, they also have excellent quality but we still need to conduct studies."

Interview with a Turmeric importer in New Zealand

89%



Of whole turmeric imports in volume, comes from the Pacific.

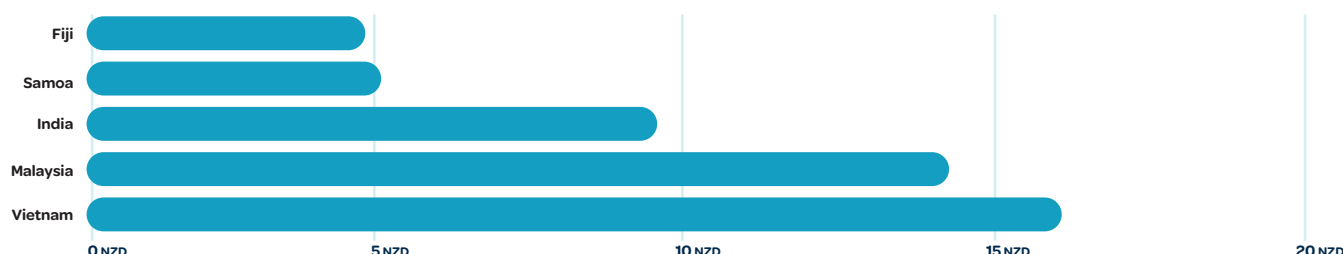
Ranking of **Whole Turmeric** imports in volume to New Zealand in 2022



Ranking of **Crushed Turmeric** imports in volume to New Zealand in 2022



Average price of **Whole Turmeric** per Kg over the last 3 years, as declared at the New Zealand border, in NZD



2. Market Access

Biosecurity requirements and advice

Importing Turmeric into New Zealand is subject to [strict biosecurity controls](#). You can verify [here](#) the authorized countries for import into New Zealand.

Checklist for fresh Turmeric export/import:

- ☐ NPPO Inspection for absence of regulated pests
- ☐ Implement pest control measures pre-export
- ☐ Provide Phytosanitary Certificate to IPPC standards
- ☐ Packaging is clean and free of soil or contaminants
- ☐ Turmeric intact, free from mold or off-putting odour
- ☐ No dehydration, visible matter, and pest damage
- ☐ Secondary stem removed, free other plant parts

Food import to New Zealand

All food for sale must be imported by a [registered food importer](#).

Food safety requirements

Food import should follow the [Food Act 2014](#).



Traceability, track the origin and destination of the food products to recall any unsafe items.



Hygiene, from harvesting to sale, all food handling stages with rigorous hygiene standards.



Labelling showing the list of ingredients, allergens, and if necessary, nutritional data. [Find out more](#).

Certifications

Those are the baseline in the market.

HACCP (Hazard Analysis and Critical Control Points)

NZGAP (New Zealand Good Agricultural Practices)

Global GAP (Good Agricultural Practices)



Overview of export process from the Pacific Islands to New Zealand



Technical Barriers to Trade (TBT)

In the [HIS](#), Fiji is the only country within the Pacific Island Countries (PICs) authorized to export fresh turmeric to New Zealand (as of October 2023).

3. NZ Buyers' Requirements

Quality standards for turmeric include a bright yellow-orange interior for whole rhizomes, 100% purity for powder, and uniformity in size and flavor for crushed forms. Certain approved additives are allowed.

Volume

Order sizes for turmeric can vary widely, from a few kilograms to several metric tons for larger retailers or manufacturers. Must maintain consistent supply volume and communicate changes well in advance.

Packaging

Fresh Turmeric Packaging: Carton boxes, mesh bags, or plastic boxes. **Capacity:** 5 kg, 10 kg, or 20 kg per box/bag.

Ground Turmeric Packaging: Sealed, airtight containers or plastic bags to preserve the spice's potency and flavour, then boxed for bulk handling. **Capacity:** 250g, 500g, 1 kg, and 5 kg per container or bag.

Crushed Turmeric Packaging: Vacuum-sealed plastic bags or airtight jars to maintain freshness and minimize exposure to moisture and air, then boxed for bulk distribution.

Capacity: 100g, 250g, 500g, and 1 kg per bag or jar.

Transport recommended

Sea freight or Airfreight temperature regulated for Fresh and Frozen, depending on the quantity. Sea freight with humidity-controlled environment for Dried/Powder or value-Added products.

4. Type of NZ buyers/distributors

Manufacturer: Import fresh or frozen and transform in New Zealand such as Red Shoots. Findlay Foods also import value add crushed Turmeric.

Large commercial wholesalers: Purchase large quantities of fresh, frozen or value add strong requirement for quality, price and consistency such as Valley Fruit and Vege LTD, Huckleberry Farms.

Pharmaceuticals: Pure ingredients or Shieling Laboratories require high quality Turmeric essential oil. The facility require a high starting cost for the supplier.

5. Key Success Factors

